

JUL 12 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, JULY 12, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On Through August 1	4TH ANNUAL AMERICAN FASHION CONTEST A fashion contest, sponsored by the Chicago Tribune to foster American design. Open to amateurs and professionals with awards totaling \$3,000 for winners of the 1943 competition. Contestants must comply with WPB restrictions concerning the manufacture of women's wear. Any number of designs may be submitted. Mrs. Grace Pickering heads the selection committee which will choose 20 winning sketches. The winners of these designs will receive \$50 for each sketch. Successful competitors are eligible for grand prize of \$1,000 for the first award and \$500 each for second and third places. Sketches must be received by midnight August 1st. The 20 winning models will be exhibited at a fashion show in September in the WGN Studio Theatre in Chicago. For information, write American Fashion Contest, Chicago Tribune, Chicago, Illinois.	CHICAGO TRIBUNE	CHICAGO
Now Showing	FALL HANDBAG COLLECTION Collection of unfitted and unframed bags in both leathers and fabrics. Merchandise not allotted. Buyers may place orders on all merchandise needed. No appointment necessary. Contact: Dorothy Portser, LE. 2-9493.	EVANS CASE COMPANY	33 EAST 33RD ST.
Now Thru July 23; Aug. 16-27; Sept. 13-24 Inclusive	FALL MILLINERY COLLECTION The annual New York Fall showing of this California house for the 1943 season will be on view in New York for the Eastern Trade. For appointment, call Mr. James Druce, or Pearl Hogan, PE. 6-5700.	LESLIE-JAMES (OF CALIFORNIA)	McALPIN HOTEL ROOM 465
July & August	INDIVIDUAL COURSES FOR DEPARTMENT STORE EMPLOYEES OF FASHION Intensive summer courses in fashion illustration and design will be given at the Traphagen School during July and August. Special vacation schedules ranging from 1 to 6 weeks may be arranged. Trade approach will be stressed. Reservations now accepted. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL	1680 BROADWAY
Monday July 12- July 30 9:00 A.M.- 4:00 P.M.	SUMMER COURSE IN TEXTILE TESTING Summer course in current textile analysis and testing under direction of the U. S. Testing Company's Textile Laboratory. Students will be taught commercial and government testing, by experts. The work includes such fabrics as nylons, rayons, fiber glass, and all the newer synthetics. Registration fee: \$25. For registration, apply to Mr. G. R. Turner, U. S. Testing Co., 1415 Park Avenue, Hoboken, N. J., Hoboken 3-3166.	UNITED STATES TESTING CO., INC.	1415 PARK AVENUE HOBOKEN, NEW JERSEY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 12 3:30 P.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION	GERMAINE VITTU	509 MADISON AVENUE
	Commentary at this hat showing will be by Mme. Paule Madoc. Furs, courtesy of Arnheimer, Inc. By invitation. Publicity: Anna T. Moore, ST. 9-6000.		
Monday July 12- July 16	FIRST CALIFORNIA TOILETRIES SHOW	NATIONAL COSMETICS MANUFACTURERS	BILTMORE HOTEL LOS ANGELES, CALIF.
	For the first time in California, the Southwest and Western states will be showing a complete national line of cosmetics by leading makers. More than 50 exhibitors, representing 125 lines have signed up. Coincident with this show, the California Gift and Art Show is being held in the same hotel so that main floor buyers and merchandise people from department stores and drug stores are expected in large numbers. This is a Los Angeles Chamber of Commerce idea intended to encourage West Coast makers to go after a market which formerly existed largely in the East only. Contact: Harold Wright and James Bone, Los Angeles Chamber of Commerce.		
Tuesday July 13 9:30 A.M.	MMEA FASHION CLINIC	MILLINERY MERCHANDISE EXECUTIVES ASSOCIATION	WALDORF ASTORIA HOTEL ASTOR GALLERY, JADE RM.
	Virginia Pope, Fashion Editor, N.Y. Times, will be directrix of this millinery clinic and will deliver the keynote address. Special emphasis is to be placed upon the war problems facing the industry and the best methods of millinery merchandising under present conditions. The exhaustive program will include discussions on all topics from style through selling. Other speakers include Betsy Talbot Blackwell, Editor, Mademoiselle; Frederika Fox, Merchandise Editor, Vogue; Carmel Snow, Editor, Harper's Bazaar; Kay Sullivan, Fashion Editor, Town & Country; Peggy Sweet, Merchandise Editor, Glamour; Maud G. Moody, Millinery Editor, Women's Wear Daily; Claire Lang, Fashion and Publicity Director, Franklin Simon; Saul Cohen, President, City Stores; and Franklin Lamb, merchandising expert will speak on retailing problems. Open to MMEA members and retailers throughout the country who happen to be in New York. Admission, \$5 for members; \$10 for non-members. Publicity: Miss Weintraub, PL. 3-2116.		
Tuesday July 13 7:00 P.M. Dinner, 8:30 P.M. Show	FALL HAT FASHION SHOW AND DINNER	MILLINERY STABILIZATION COMMISSION	WALDORF ASTORIA HOTEL BALLROOM
	This is the big annual Fall millinery fashion show staged by the Trade Promotion Committee of the M.S.C. Proceeds to benefit war charities. This showing takes place two weeks after the Fall Millinery Market Openings, which began June 28th. A total of 52 firms will exhibit; 23 Uptown Houses showing 3 hats each; 21 Popular Price Producers showing 2 hats each; 6 Junior Houses showing 2 hats each; and 2 other firms showing 2 children's hats each. They are: <u>Uptown</u> : Annas', Braagaard, Hattie Carnegie, Bernice Charles, Lilly Dache, Delle Donne, Peg Fischer, Walter Florell, Vogue Hats (funkel Makers), Helene Garnell, Germaine Montabert, Glayds & Belle, Laddie Northridge, Harryson Hats, G. Howard Hodge, Jeanne Tete, John Fredericks, Miriam Lewis, Edgar J. Lorie, Milgrim Hats, Mme. Pauline, Florence Reichman, Sally Victor. <u>Popular Price</u> : Alba, Alfreda, Berkley, Brandt, Joe Cohn, Croyden, Abe Del Monte, Elizabeth, Oscar Friedman, Harry Furst, B. J. Goldenberg, Greenstein & Flaum, Luxor, Walter K. Marks, Frances and Walter Nelkin, New Schachter, O'Connell, Parfait, David Rothman, Schoen, Woodmere. <u>Junior</u> : Bertlyn, Dobbs, Ann Koppelman, Leighton Madcaps, Topps. <u>Children's</u> : Greenberg-Fisch, Radcliffe. Admission: \$12.50 for dinner and show; \$7.50 on mezzanine for show only. Contact: Mary Kelley, Millinery Stabilization Commission, 1450 B'way, CH. 4-6547.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 14 11:00 A.M.; 5:00 P.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION A smart clientele is always to be found at the Erik showings. Press by invitation for the 11:00 A.M. show. At 5:00 P.M., the Trade is invited. Publicity: Elizabeth M. Maher Associates, EL. 5-4248.	ERIK	15 EAST 53RD STREET
Wednesday July 14 5:00 P.M.	PRESS PREVIEW: OPENING NEW SHOP Reine Inc. is the new business venture of the former owner of Reine d'Angelterre of Paris. She will carry a de luxe line of hats, furs, perfumes, and special cosmetics. Fashion Press and Cosmetic Editors, by invitation. Publicity: Countess Albert de Mun, PL. 3-0942.	REINE INC.	4 EAST 57TH STREET
Thursday July 15 4:00 P.M. Cocktails	PRESS PREVIEW: WINTER FUR FASHIONS 1943 Fur Collection of this store will be shown during the cocktail hour to members of the Fashion Press. Harry Binn, Arnold Constable fur buyer, will preside. By invitation only. Publicity: Jean Pierre, CA. 5-2300.	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST. MAIN SALON, 6TH FLOOR
Thursday July 15	PUBLICATION DATE: JUNIOR ISSUE This trade publication will feature a special issue on Junior Fashions to be edited by Tobe. Contact: Mimi Brooks, WI. 7-2790.	WOMEN'S REPORTER	420 LEXINGTON AVENUE
Monday July 19 2:30 P.M.	PRESS PREVIEW: FUR FASHIONS OF 1944 Private showing for the Press of advance fur fashions launching the 1944 season. Presentation includes fur and fur-trimmed Winter cloth coats, stressing both beauty and practicality. Included in the program will be a recruiting drive for all branches of the women's armed services. The most typical WAC, WAVE, Lady Marine, SPAAR and WAAF will be honored with scrolls. By invitation. Publicity: Billie Gould, Bert Nevins, MU. 2-9085.	I. J. FOX	393 FIFTH AVENUE
Monday July 19- July 23	NEW YORK KEY DESIGN- ERS FALL COLLECTIONS 88 Fashion Editors over the country and New York have been invited by the New York Dress Institute during the week of July 19th, to attend numerous sessions of Fall collections shown by the key designers of the New York Dress Institute for the purpose of helping establish New York priority as a national fashion center. Participating designers: Joe Copeland, Claire McArdle, Clarepotter, Ben Reig, Maurice Rentner, Samuel Kass, Hattie Carnegie, Norman Norell, Nettie Rosenstein, Anthony Blotta, Fox-Brownie. Showings will be held throughout the days at convenient, non-conflicting hours. The climax will be a gala luncheon fashion show on the Roof of the Hotel Pierre on July 23. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	VARIOUS SHOWROOMS
Monday July 19- July 24	DALLAS FALL MARKET WEEK Dallas, one of the growing centers of fashion in the United States, is gaily carrying on its casual sportswear clothes creations despite wartime set backs. About 40 progressive fashion manufacturers in Dallas, combining sportswear, millinery, shoes and accessories, are pooling their Fall fashion collections in the leading hotels of the city and are inviting retail buyers from the surrounding country to come to the style center of the	DALLAS SPORTSWEAR MANUFACTURERS	FASHION & SPORTSWEAR CENTER, ADOLPHUS & BAKER HOTELS

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
Southwest to see these comprehensive lines. The vitality of Texas and the charm and casualness of its free-and-easy spectator and active sports fashions make this a well-attended event. The city of Dallas itself, aware of its growing fashion interest, gets behind this Fall market display and makes life as agreeable as possible for store buyers and stylists who come to see and buy these spirited sports clothes.			
Wednesday July 21 12:30 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON "The Professional Woman, Her Money, Her Budget, Taxes, Insurance and Her Financial Plans for the Future" will be discussed by Jacques W. Bacal, lawyer, budgeteer and financial advisor. Members may bring guests. Luncheon, \$1.65 (incl. tip). Contact: CI. 7-1734.	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
Wednesday July 21 4:00 P.M.	PRESS SHOW: "FASHIONS OF TWO WARS" Mary Lewis will present the fashions of two wars, as culled from the Sears Roebuck Mail Order Catalogue. Press by invitation only. Details and place where held in later issue. Publicity: Rosemary Sheehan, CO. 5-3147.	MARY LEWIS FOR SEARS ROEBUCK & CO.	PLACE NOT YET SET
Wednesday July 21	PUBLICATION DATE: "SELLING SPORTSWEAR" Special sportswear issue of Women's Wear covering war-time problems in merchandising sportswear. Comprehensive coverage ranges from fabrics to care of finished garments, stresses selling. Suggested as training manual for retailers. Reprints available at 25¢ each. Zelma Bendure, director. Prepared by the Fairchild Retail Selling Division. Contact: AL. 4-5252.	WOMEN'S WEAR DAILY	8 EAST 13TH STREET

Beginning Monday July 26	<u>OPENING DATES OF COLLEGE SHOPS IN NEW YORK AND METROPOLITAN STORES</u>	
	Other stores' college shop openings will be announced as dates come in.	
	<u>MONDAY, JULY 26</u>	<u>MONDAY, AUGUST 2 (Continued)</u>
	B. ALTMAN & CO., 5TH AT 34TH 3rd floor. Details later. Publ.: Faith Willcox, MU. 9-7000.	BLOOMINGDALE'S, LEXINGTON AT 59TH No formal opening. Publicity: Karen Hollis, VO. 5-5900.
	R. H. MACY & CO., HERALD SQUARE 3rd floor. Details later. Publ.: Kay Jones, CH. 4-2000.	<u>TUESDAY, AUGUST 3</u> SAKS 34TH ST., HERALD SQUARE 3rd floor. Details later. Publ.: Margaret Pierce, LA. 4-7000.
	<u>FIRST WEEK IN AUGUST</u>	
	OPPENHEIM COLLINS, 33 W. 34TH ST. Details later. Publicity: Ruth LeBron, WI. 7-8200.	<u>MONDAY, AUGUST 9</u> FRANKLIN SIMON, 414 5TH AVE. 3rd floor. Details later. Publ.: Mildred Kaldor, WI. 7-9600.
	RUSSEKS 5TH AVE., 390 5TH AVE. See page 5 item 5 for details. Publ.: Beatrice Castle, WI. 7-1900.	FREDERICK LOESER, 484 FULTON ST. 2nd floor. Details later. Publ.: Rose Rulnick, TR. 5-8100.
	<u>MONDAY, AUGUST 2</u> LORD & TAYLOR, 424 5TH AVE. 5th floor. Details later. Eleanor Howard, WI. 7-3300.	SAKS 5TH AVE., 611 5TH AVE., 7 FL. See page 6 item 1 for details. Publ.: Eleanor Lambert, PL. 5-8580.
	ABRAHAM & STRAUS, 420 FULTON ST. 3RD FLOOR. Details later. Publ.: Emily Adamson, TR. 5-7200.	<u>MONDAY, AUGUST 16 (Tentative)</u> MARY LEWIS, 638 5TH AVE. Details later. Contact: Miss Graham, CI. 7-4401.

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Monday 7/26-8/28	SARATOGA RACE MEET	SARATOGA RACING ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND
Tuesday July 27 3:00- 5:30 P.M.	PRESS OPENING: "FINE FABRICS SALON" News indeed, and a reflection on the tenor of the times, when Saks 5th Avenue, fine specialty shop, adds a "Yard Goods Department". These will be fine fabrics, in keeping with the "very Saks 5th Avenue" standard. Press opening by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	SEPARATE ENTRANCE 10 EAST 50TH STREET
<u>MAGAZINE PROMOTIONS OF BACK-TO-SCHOOL AND BACK-TO-WORK FASHIONS</u>			
Wednesday July 28	NEWSSTAND DATE: MADEMOISELLE COLLEGE ISSUE (Street & Smith) 1 EAST 57 ST. Contact: Helen Valentine, Promotion Director, PL. 3-1030.		
Friday July 30	NEWSSTAND DATE: LADIES HOME JOURNAL COLLEGE ISSUE Contact: Fashion Department, CI. 7-0700.		1270 SIXTH AVENUE
Friday August 6	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast) Contact: Albert Kornfeld, MO. 4-7500.		420 LEXINGTON AVENUE
Friday August 6	NEWSSTAND DATE: HARPER'S BAZAAR COLLEGE ISSUE Contact: Esther Lyman, WI. 2-2800.		572 MADISON AVENUE
Friday August 20	NEWSSTAND DATE: CHARM BUSINESS GIRL ISSUE (Street & Smith) 79 SEVENTH AVE. Contact: Lois Ullman, Promotion Manager, WA. 9-8070.		
Friday August 20	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE, 250 PARK AVENUE Teen-Age fashions and beauty issue. Contact: Elizabeth Ambrose, EL.5-5200		
Wednesday August 25	NEWSSTAND DATE: PARENTS' BACK-TO-SCHOOL ISSUE Contact: Mr. Oechener, CA. 5-6810.		52 VANDERBILT AVENUE
Thursday July 29 4:00- 6:00 P.M. Show At 4:30 P.M.	REDY-CUT APPLIQUE FASH- ION SHOW AND COCKTAILS This show will introduce a new fashion item to representatives of country- wide stores and the Press. It is called Redy-Cut Applique and consists of felt trimmings which are likely to replace embroidery and handwork at this strategic time when the latter are almost unobtainable through lack of man- power. Redy-Cut is applied on all kinds of women's garments, accessories and home furnishings. New York stores tied in with Redy-Cut are B. Altman, Abraham & Straus, and L. Bamberger. Press and Trade are invited to this fashion show by invitation only. Publicity: Ann R. Silver Associates, MU. 2-8633.	RUZAK INDUSTRIES	RITZ CARLTON HOTEL CRYSTAL GARDENS
Thursday August 5 12:30 P.M.	FASHION LUNCHEON: AMERICA GOES TO SCHOOL, WORK AND WAR" This store will mark the opening of its College Shop, week of August 2nd, with a luncheon fashion show of school and career fashions. Open to pub- lic. Luncheon, \$2. Press by invitation only. Russeks Publicity: Beatrice Castle, WI. 7-1900. Plaza Publicity: Alma Zaiss, PL. 3-1740.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday August 9 Press Show, 3:00 P.M.	"CAMPUS WEEK"	SAKS FIFTH AVENUE	611 FIFTH AVENUE 7TH FLOOR
Wednesday August 18 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY SHOWING Press, by invitation only.	HENRI BENDEL	10 WEST 57TH STREET CI. 7-1100.
Thursday Sept. 2 10:30 A.M.	PRESS PREVIEW: FALL FASHION ORIGINALS By invitation only.	HENRI BENDEL	10 WEST 57TH STREET CI. 7-1100.

OUT-OF-TOWN FASHION MARKET DATES

July 11-13....Columbus Corset Congress, Ohio Corset Club, Neil House, Columbus, Ohio.
 July 11-14....Seattle Fall Market Week, Pacific Northwest Apparel Association, Olympic Hotel, Seattle.
 July 12Fall opening, Chicago Millinery Market, Individual Showrooms, Chicago, Ill.
 July 12-15....New England Corset Club Show, New England Corset & Brassiere Club, Parker House, Boston.
 July 18-20....Pennsylvania Corset & Brassiere Caravan, Fall Showing at Penn Hotel, Pittsburgh.
 July 18-20....Detroit Apparel Show, Detroit Manufacturers, Statler Hotel, Detroit.
 July 18-21 & Aug. 1-4 California Fall Millinery Openings, Los Angeles, Hollywood, San Francisco
 Millinery Guilds in Los Angeles at Biltmore Hotel, July 18-21, and in San Francisco at Palace Hotel, August 1-4.
 July 18-28....St. Louis Fall Opening, Fashion Exhibitors of America, Statler Hotel.
 July 19-23 & Oct. 11-14 Dallas Fashion & Sportswear Center, Dalls Fashion Association, Baker and Adolphus Hotels.
 July 19-24....Atlanta Fall Market Week, Atlanta Manufacturers and Distributors Association, Atlanta, Georgia.
 July 26-8/7...Fall Market Season, American Retailers' Association, St. Louis, Missouri.
 Week of 8/2...Interstate Merchants' Council, Chicago Association of Commerce, Merchandise Fair, Chicago.

DATES AHEAD

RED LETTER WEEKS

Aug. 19	NATIONAL AVIATION DAY	(Thurs.)	Sept. 11-18	NATIONAL FELT HAT WEEK
Sept. 6	LABOR DAY	(Mon.)	Sept. 13-18	CONSTITUTION WEEK
Sept. 13	1ST DAY OF SCHOOL	(Mon.)	Sept. 19-25	NATIONAL DOG WEEK
Sept. 23	1ST DAY OF AUTUMN	(Thurs.)	Oct. 1-11	NATIONAL BRANDS WEEK
Sept. 30	1ST DAY: JEWISH NEW YEAR	(Thurs.)*	Oct. 2-9	NATIONAL RETAIL FURNITURE WEEK
Oct. 1	MOVING DAY	(Fri.)	Oct. 3-9	FIRE PREVENTION WEEK
Oct. 9	JEWISH DAY OF ATONEMENT	(Sat.)	Oct. 3-9	NATIONAL LETTER WRITING WEEK
Oct. 12	COLUMBUS DAY	(Tues.)	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK
Oct. 27	NAVY DAY	(Wed.)	Oct. 10-17	NATIONAL WINE WEEK
Oct. 31	HALLOWE'EN	(Sun.)	Oct. 11-17	BIBLE WEEK
Nov. 2	ELECTION DAY	(Tues.)	Oct. 17-23	NATIONAL PHARMACY WEEK

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Beginning...COMING ATTRACTIONS AT STADIUM CONCERTS, LEWISOHN STADIUM, 138TH AT AMSTERDAM

Monday Monday, July 12---Special Joint Festival with Argentinita and Iturbi.
July 12 Wednesday, July 14-Teresa Sterne, 16 year old pianist.
8:30 P.M. Saturday, July 17--Concert by boy conductor, Lorin Maazel.
Wednesday, July 22-Josef Hofmann, pianist.
Saturday, July 24--Nathan Milstein, violinist.
Monday, July 26---Lily Pons, Metropolitan star. Conductor: Andre Kostelanetz.
Thursday, July 29--Yehudi Menuhin, violinist.
Publicity: Dorle Jarmel, CI. 7-6900.

Tuesday....FREE WEEKLY SERIES BY N.Y. PARK DEPT., CENTRAL AND PROSPECT PARKS
July 13- Series of free weekly concerts begins Tuesday in the Mall at Central Park
July 14 and Wednesday in Prospect Park, Brooklyn. The League of Composers is help-
8:30 P.M. ing the N.Y. Dept. of Parks to provide talent. First concert will be the
American People's Chorus. Also Chinese, Russian and African song and dance
groups. July 14th program in Prospect Park, presented by the Sperry Gyro-
scope Plant. Contact: Lester Stone, CO. 5-1000.

Wednesday...WORLD PREMIERE: "FOR WHOM THE BELLS TOLL" (Movie) RIVOLI THEATRE, B'WAY AT 49
July 14 Paramount's magnum opus for the year, 1943. The movie version of Ernest
Hemingway's novel, starring Ingrid Bergman and Gary Cooper. So certain is
Paramount of this smash hit, that it has not even permitted a Press preview.
The Press will see it for the first time when the public does. Publicity:
Aileen Brenon, BR. 9-8700.

Thursday....PREMIERE: "HERS TO HOLD" (Movie) CRITERION THEATRE, 1514 BROADWAY
July 15 Universal presents a timely war romance about a society girl who falls in
(Tentative) love with a defense worker and goes to work in a war plant, too. Deanna
Durbin is starred with Joseph Cotten. Miss Durbin's gowns by Adrian.
Others by Vera West. Publicity: Al Horwits, CI. 7-7100.

Saturday....PREMIERE: "VICTORY THROUGH AIR POWER" (Movie) GLOBE THEATRE, 1555 BROADWAY
July 17 This is United Artists' great air picture by Walt Disney dramatizing Major
Alexander de Seversky's book. A picture everyone has been awaiting. Pub-
licity: Robin Harris, BR. 9-7300.

Friday.....PREMIERE: "THE CONSTANT NYMPH" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
July 23 This is Warner Bros. romantic escapist movie of the one-time popular novel.
It stars Joan Fontaine, Charles Boyer, Brenda Marshall, Alexis Smith and
others. Fashions by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.

Wednesday...PREMIERE: "THIS IS THE ARMY" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND
July 28 This is the big much-awaited Warner's army movie, produced on Broadway
last year by Irving Berlin, featuring George Murphy, Charles Butterworth,
George Tobias, Joan Leslie, Lt. Ronald Reagan, Una Merkel, and others.
Fashions, by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.

Tuesday....PREMIERE: "THE MERRY WIDOW" (Operetta) MAJESTIC THEATRE, 245 W. 44TH ST.
August 3 The New Opera Company's first production of the season is "The Merry Widow"
starring Marta Eggerth and Jan Kiepura. Director of this popular operetta
is Felix Brentano. Conductor, Robert Stoltz. Publicity: James Proctor,
WI. 7-1093.

Wednesday...PREMIERE: "LET'S FACE IT" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD
August 4 This is Paramount's movie version of the big musical which starred Danny
Kaye on Broadway. Leading parts in the movie are by Bob Hope and Betty
Hutton. Costumes by Edith Head. Publicity: Aileen Brenon, BR. 9-8700.

Wednesday...PREMIERE: "THE TWO MRS. CARROLLS" MOROSCO THEATRE, 217 W. 45TH ST.
August 4 The London hit by Martin Vale which ran for two years, will be presented in
New York by Robert Reud and Paul Czinner, under the direction of Reginald
Denham. Cast stars Elisabeth Bergner and Victor Jory. Sets by Frederick
Fox. Costumes by Grace Houston. Publ.: Willard Keefe, LA. 4-0882.